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ORDER

Print Date 08/13/12

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Flight Dates 08/15/12-08/21/12

Contract / Revision 307745 /

Original Date / Revision
08/13/12 08/13/12

Advertiser Crossroads GPS

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Issue. Crossroads GPS 08.15-08.2

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1217

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	91	\$63,537.50	\$74,750.00	0.00	07/30/12	08/21/12	91	\$63,537.50	\$74,750.00
Totals	91	\$63,537.50	\$74,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/15/12	08/21/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3			\$400.00			0.00			
		Week: 08/20/12	08/26/12	MT-----		2			\$400.00			0.00			
N 2	WCPO	08/15/12	08/21/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	6	\$800.00	P-1	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6			\$800.00			0.00			
		Week: 08/20/12	08/26/12	MT-----		4			\$800.00			0.00			
N 3	WCPO	08/15/12	08/21/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	3	\$260.00	P-3	0.00	NM	5	\$1,300.00



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Order Sep 00:20:00

Advertiser Crossroads GPS

Product Issue. Crossroads GPS 08. Estimate # 1217

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$260.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$260.00		0.00			
N 4	WCPO	08/15/12	08/21/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$250.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$250.00		0.00			
N 5	WCPO	08/15/12	08/21/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$350.00	P-3	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					6	\$350.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$350.00		0.00			
N 6	WCPO	08/15/12	08/21/12	M-F 1-2p M-F 1-2p	CM	1258-2p	MTWTF--	:30	1	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$400.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$400.00		0.00			
N 7	WCPO	08/15/12	08/21/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$400.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N 8	WCPO	08/15/12	08/21/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$750.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$750.00		0.00			
N 9	WCPO	08/15/12	08/21/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$850.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N 10	WCPO	08/15/12	08/21/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$1,600.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$1,600.00		0.00			
N 11	WCPO	08/15/12	08/21/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$1,600.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$1,600.00		0.00			
N 12	WCPO	08/15/12	08/21/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1202a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--					3	\$400.00		0.00			
		Week: 08/20/12	08/26/12	MT-----					2	\$400.00		0.00			
N 13	WCPO	08/15/12	08/21/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-2	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF-S					5	\$900.00		0.00			



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Order Sep 00:20:00

Advertiser Crossroads GPS

Product Issue. Crossroads GPS 08. Estimate # 1217

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N13	WCPO	08/15/12	08/21/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-2	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----					2	\$900.00		0.00			
N14	WCPO	08/15/12	08/21/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--					1	\$1,400.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N15	WCPO	08/17/12	08/17/12	Friday Prime Special Friday Prime Special	CM	8-11p (9:00 PM-11:00 PM)	----F--	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--					1	\$1,800.00		0.00			
N16	WCPO	08/18/12	08/18/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-					1	\$600.00		0.00			
N17	WCPO	08/15/12	08/21/12	ABC Saturday Prime Saturday Prime	CM	8-11p (7:58 PM-10:00 PM)	-----S-	:30	3	\$800.00	P-8	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-					3	\$800.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N18	WCPO	08/15/12	08/21/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					2	\$400.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N19	WCPO	08/15/12	08/21/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					2	\$450.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N20	WCPO	08/15/12	08/21/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$1,000.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N21	WCPO	08/15/12	08/21/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$700.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N22	WCPO	08/15/12	08/21/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	2	\$1,400.00	P-8	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					2	\$1,400.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N23	WCPO	08/15/12	08/21/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	2	\$1,700.00	P-8	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					2	\$1,700.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			



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Advertiser Crossroads GPS

Product Issue. Crossroads GPS 08. Estimate # 1217

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N24	WCPO	08/15/12	08/21/12	Sunday Prime Special	CM	7-11p	-----S	:30	2	\$1,700.00	P-8	0.00	NM	2	\$3,400.00
				Sunday Prime Special		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		2				\$1,700.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$0.00		0.00			
N25	WCPO	08/15/12	08/21/12	8-10pm Bachelor/Bachelorette	CM	8-10p	M-----	:30	2	\$3,200.00	P-8	0.00	NM	2	\$6,400.00
				8-10p Bachelor/Bachelorette											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----		0				\$0.00		0.00			
		Week: 08/20/12	08/26/12	M-----		2				\$3,200.00		0.00			
													Totals	91	\$74,750.00